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A SHORT HISTORY OF ZENDOME

Company domicile

Berlin - Prenzlauer Berg, Schwedter Strasse 34a, D-10435 Berlin

Founding date

2005 as a company founded under civil law, founding of private limited company in 2006

Founding members

Carsten Fulland, Gordian Overschmidt & Michael Schneider

Legal status

ZENDOME GmbH – HRB 100862 b // Berlin Charlottenburg

Company goals

ZENDOME develops exclusive mobile architecture. The event location is constantly further developed taking the markets' needs into account and also optimizes its products according to the individual requirements of the customers in terms of material, handling and product complementation.

Company philosophy

The interdisciplinary team respects the many decades of tradition behind the idea of efficient architecture and wants to make the advantages accessible to a wide audience. With these stylistic and easy transportable spaces, ZENDOME perfectly meets the requirements of organizers in terms of mobility and exclusive design. Due to all these facts the mobile spaces by ZENDOME can be deployed in many different ways: as bearers of advertising with a high potential for identification for any brand, as spaces for any product presentation, as lounges, information or communication spaces and temporary hotel solutions.

ZENDOME is always looking to optimize its products and is always sure to use the best quality materials.

ZENDOME promotes Germany as business location and the City of Berlin – Made in Germany.

ZENDOME promotes the possibilities of young people and offers apprenticeships.

ZENDOME does not tolerate any discrimination and does not work with clients or suppliers that do not respect the freedom of the individual or the democratic principles.

ZENDOME supports the concept of diversity management and esteems the diversity of its employees – the variety enriches the productive working environment at ZENDOME.

ZENDOME actively and continuously engages in events such as 'Dress for Charity', Design Dome "Made in Berlin", accompanies art and culture projects, initiates innovation forums in order to strengthen regional resources.



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Products & Services

The mobile spaces by ZENDOME are renowned for their unique design and aesthetic as well as high stability and variability. Based on the ideas of the Berlin physicist Walther Bauersfeld, ZENDOME further develops geodesic structures, individual needs of our customers can be easily arranged: Size, colour, printing of the membrane as well as the number of windows and doorways can be individually ordered.

The product portfolio of the ZENDOME GmbH includes the product range Modular with the ZENDOME.30M, ZENDOME.45M, ZENDOME.75M, ZENDOME.150M and the ZENDOME 300. Special solutions from 20 to 2000 square meters are planned and realised as ZENDOME.evolution.

Additionally there are also the ZENDOME domescapes that combine two or more domes with each other. ZENDOME.sports offers individual space for sports marketing. Geodesic space for the exclusive private use is provided by the ZENDOME.20 Home-Edition.

In cooperation with competent partners, ZENDOME offers closed solutions for the MICE market to feel good on land and on water.

And completing the "we take care of everything" packages we also offer the ZENDOME.floor and ZENDOME.door systems, several specially developed features, services and individual planning, construction and additional services (interior, light design etc).

Partner

Production of the membrane material: Ferrari, Verseidag, Mehler Technologies

Production of the transparent foil by the Renolit AG

Logistics: Agility

Required documentation, calculation and building construction of the ZENDOME are certified within the DIN 4112 / DIN EN 13814 by the TÜV Rheinland.

International Partners are present in

Austria

Switzerland

BENELUX

United Arab Emirates

Southern Africa

Target groups

Company brands, Communication agencies (Event, advertising, promotion, trade fare construction, PR) – tent rental companies – art & culture - hotels and gastronomy – town/ city and regional marketing – film and entertainment - people with ideas.



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Employees

ZENDOME employs 14 people full time and 15 people on a freelance basis.

Presence

ZENDOME presents its products on international events such as Soccerex, national fairs such as World of Events as well as house and private fairs.

The ZENDOME.20 Home Edition can be visited in the Schwedter Strasse 34a in Berlin where it is constantly used as a meeting room.

Vision

ZENDOME further develops the idea of geodesic domes. ZENDOME.2010 is a full value space with all attributes of a building. It can be constructed in 10% of the time needed to construct the Advanced Frame System. This way it goes easy on resources and follows the growing demand for mobility in today's population.

Mission

We are always on the lookout for optimising possibilities.

We use innovative materials and production processes to increase our quality.

We set trends in form, technology and functionality.

We use the advantage of short (communication)distances. The quality of our products and materials are communicated very clearly from purchasing to production and distribution. Our planning team regularly joins in the construction work. Being close to the market means to realise ideas and requirements of our customers and clients as fast as possible.

We constantly optimise the production process in order to reduce the use of resources.

We perfectly use the communication possibilities of the internet. Our online information is linked and complemented with daily enquiries. An optimum of information about our products and the company should be online at any time.

We do not tolerate and disadvantaging and will not accept companies as clients or suppliers who do not respect the freedom of the individual and the democratic constitution.

We promote Germany as business location and the City of Berlin. ZENDOME is Made in Germany.

For our customers and clients we are the first go to address when it comes to geodesic structures for the event business.



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ZENDOME COMPANY PROFILE

Space for Ideas

ZENDOME produces mobile communication buildings made from geodesic structures. The interdisciplinary team was the first to set out to combine temporary, mobile architecture with design and aesthetics: the organic form of the semi sphere provides impressive spatial awareness.

The company has furthered the quality development of geodesic structures from the event business as the first office of its kind since 2004 and thus has promoted its spreading in the MICE market.

The exclusive location offers space as a special eye catcher for road shows, promotion, exhibitions and all other corporate events from consummation to culture, from brand presentations to city marketing, as well as integrative part of game development and film productions.

Standard sizes up to 300 square meters, special solutions from 20 to 1000 and more square meters can be realised and are thought through to the last tiny detail by ZENDOME.

The unique features for geodesic mobile spaces, which ZENDOME develops especially for the requirements of the event marketing, make this location the unmistakable architecture for individual personalities of companies and brands. Among other these includes the Advanced Frame System for safe, fast and flexible use of the domes, Plug-ins for safe and stylish installation of equipment, individually designable colours, number of windows and entrances, membrane printing, floor and door systems.

Several combined ZENDOME create a ZENDOME.domescape and thus provide unlimited space. Soccerdome, Golfdome and Hospitality Lounges make spectacular speeches for teams, journalists and audiences possible on location and create a strong connection between sporting event and brand.

The ZENDOME.360°lab combines innovative outdoor advertising with digital 360° company and brand worlds for successful wrap marketing.

The exclusive home and garden area is enriched by the ZENDOME.20 Home-Edition.

It is part of the product series ZENDOME.temporary.living which provides tourism and festival organisers with a mobile hotel system. It combines design with environmentally friendly space. Geodesic special constructions are planned and realised as ZENDOME.evolution. Accessories, service, consulting, individual planning, construction and additional services (interior, light etc) are all part of the care free package.

ZENDOME constantly further develops its products taking the markets' needs into account and also optimizes its products according to the individual requirements of the customers in terms of material, handling and product complementation.

ZENDOME values detailed design, quality and the application of quality materials which make a sustainable use of the space possible.

We promote Germany as business location and the City of Berlin.

All these issues have already convinced clients such as Adidas, Bauknecht GmbH; Bentley; Cartier; Coca Cola, Lufthansa; Lucky Strike Lounge; L'Tur; MAN Nutzfahrzeuge Gruppe, MINI; NIVEA; NOKIA; Opel GmbH and many others.



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ZENDOME feels committed to a decade old tradition of efficient architecture which began with the Berlin engineer Walther Bauersfeld who developed the first geodesic cupola in the world when he constructed the Zeiss-Planetarium in Jena in 1923.

INTERVIEW WITH GORDIAN OVERSCHMIDT, MANAGING DIRECTOR

Mr Overschmidt, what is ZENDOME?

ZENDOME is a way of life, a way of being and perceiving, a philosophy of experience. But speaking on a worldly basis, ZENDOME stands for two things: mobile spaces made from organic, geodesic structures and for a Berlin based company that manufactures and distributes these domes.

How was the idea for ZENDOME born?

Michael Schneider first noticed the fascinating geodesic structures on several festivals. And from the first spark of inspiration to the idea of optimizing this product and then further to the professional production it was merely another small step. More than anything else, there was nobody who built or sold any such spaces in Europe. Later on, Carsten Fulland and myself joined in and together we laid out the entrepreneurial foundation of the company. The idea was developed and the Dome was perfected.

After one year you have already created job opportunities...

The natural and organic structures that build the base for the ZENDOME seem to work for our company also. We have grown naturally and have managed to create a stable structure without needing borrowed capital – and now we provide work for 14 employees, 15 freelancers and several partner companies.

But what is so special about ZENDOME?

Well, the first impression is breathtaking. You can watch it every time someone enters a ZENDOME. The facial muscles relax, often people smile. It is the encounter of space that grabs you when entering this sacral and organically light dome. You get the impression that you can float in the timeless elegance of the dome. But this is only the first impression. The quality of the entire production process, the selection of all the materials, even the selection of production partners are all small factors that in the end make the ZENDOME so unique.

For whom is the ZENDOME?

ZENDOME offers space for ideas. It is the perfect place for presentations, conferences, advertising events, parties and where ever else people come together. ZENDOME creates a sensual atmosphere that makes any event unforgettable. To answer your question directly: ZENDOME is the ideal location for any creative and sensual person of the 21st century.

Mr Overschmidt, thank you for the interview!

I thank you for your interest. (He said and disappeared to far far away galaxies with his own special ZENDOME)
Text: PG



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PRESS RELEASE

60° instead of the right angle

Nature has its principles: it prefers 60° to the right angle. The young Berlin based company ZENDOME does too. The interdisciplinary team started developing unusual spaces for the event market: the organic form of the hemisphere.

Impressing special experiences instead of the usual tent feeling, that is their motto.

ZENDOME follows the architectural ideas of the German Physicist Bauersfeld and the American architect and visionary Buckminster Fuller, who had always followed the basic idea of sustainable buildings and developed the system of using the natural form of the equilateral triangle. ZENDOME further developed this especially material and energy efficient form and produced special mobile spaces as the first European manufacturer.

By means of colour print of logo and brand names as well as different doorways and windows, companies, organizers and communication agencies can have their own ZENDOME tailor made. Weather resistant high-tech materials provide a soft natural lighting through their translucent fabric and – this is especially important for ZENDOME – provide a very special atmosphere for parties, conferences and presentations. The geodesic structure also provides a stability that can easily take the load of heavy lighting and projectors.

Creating space for ideas – that is the main focus for ZENDOME. To cross formal borders and to perfect the spatial experience. The variable space that can be altered through printing, lighting, size, windows and doorways in the classic ZENDOME.75M offers enough room for around 100 guests (standing) at a product presentation, image campaign or any other event. But more geodesic space up to 300 m² standard can easily be made available and also much more. And no limit is set when different ZENDOMEs are combined by tunnels to a so-called ZENDOME.domescape.

The ZENDOME team is all for synergies – a term that was coined by Buckminster Fuller, who once revolutionized many ideas from architecture to management theories.

You can find more information at www.ZENDOME.de



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PRESS RELEASE

The World Premiere of portable full dome (360°) projection

New technology makes three-dimensional (corporate) worlds come alive

This innovation has been developed through the cooperation of Sky-Skan Europe, based in Munich, and the company ZENDOME in Berlin.

Sky-Skan, a global leader in planetarium technologies, develops integrated full dome projection systems for fixed or portable installations; ZENDOME develops portable, sphere-shaped communication structures made from highly stable geodesic structures.

The combined result of the implementation of creative ideas: a breathtaking and heart-touching planetarium had its World Premiere at the event "30 years of HSH Nordbank" in Luxemburg. Sky-Skan filled the 150 sqm ZENDOME dome with a 360° projection system and made the stars shine above the spellbound guests.

A specially produced show from Sky-Skan amazed the guests by flying around the moon, drifting between the stars, tumbling through a worm hole and floating into new galaxies.

Like this, future (corporate) worlds can come alive that do not only appear two-dimensional but do completely immerse the viewers. Surrounded by light and sound, the message become a sensually intensive experience.

„The transportable 360° full dome projection system is available as ZENDOME *definiti*TM, in a variety of packages for the different ZENDOME sizes" says the CEO of Sky-Skan Europe GmbH, Glenn Smith.

The planetarium in Luxemburg was embedded into a landscape made from four variably sized ZENDOMES (ZENDOME. domescape). They were part of a work of art where the spatial experience has been brought to perfection by the Sky-Skan system.

This World Premiere has been initiated by Medienfabrik Trier, who realized the embedding of mobile rooms and the potential of full dome projection for their customer.



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BACKGROUND: Walther W. J. BAUERSFELD & and the first geodesic DOME in the world

When searching for the first traces of geodesic structures one does not have to look far: their development is "Made in Germany"

The story begins in Jena. The Berlin born physicist Walther Wilhelm Johannes Bauersfeld (1879 - 1959) worked for Carl Zeiss nearly 40 years until 1945 and was made managing director during the Golden Twenties.

As early as 1919 he had begun to develop a free standing cupola for projection use. He perfected the Icosahedra as described by Plato: "If one takes the known body whose surface is made up of 20 equilateral triangles and cuts every one of the 12 corners with level cuts one gets 20 hexagons and 12 pentagons." Or 60° instead of a right angle – a principle also to be found in nature.

What was the result? About 4 years later, 1923, Bauersfeld introduced his most popular invention to the public: the Zeiss Planetarium. The Cupola made of Ferro concrete with its expressionistic art elements is under monumental protection today. Hans Schlag and Johannes Schreiter were the architects.

At the heart of this 23m high building is the giant cupola. It is made of a special net of steel rods. This structure is named as the first geodesic cupola in the world and also as the forefather of all geodesic structures that later also inspired Richard Buckminster Fuller in the US.

Bauersfelds ideas concerning the development of the cupola where archived by the Zeiss Planetarium in Jena: "The large sphere is defined and its white inner surface is to be used for projections by numerous smaller projectors that are to be situated in the middle of the sphere." By building the planetarium in Jena Bauersfeld advanced the cultural education a lot. For the first time masses of people could afford to admire the phenomena of astrophysics.

Source: Zeiss-Archive Jena, handwritten notes by Bauersfelds.



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BACKGROUND: GEODESIC HISTORY

For centuries human kind has been searching for the perfect form. The Pythagoreans dissected a sphere in various steps into smaller and smaller pieces as early as 600 BC. The so-called Tetrahedrons, cubes and Dodecahedrons were studied and further reduced by the Greek Philosopher Plato in his Academy.

Named after him today as the Platonic polyhedra such as Tetrahedron, Icosahedron, Octahedron and the cube these were defined and expressed in mathematical formulas by Euclid (around 300 BC) in his XIII. book of elements.

Therefore it is no surprise that the first structural ideas based on these geometric forms were expressed by a physicist. As early as 1919 the Berlin based Walther Wilhelm Johannes Bauersfeld started the construction of an unsupported dome for use as a projection space.

Bauersfeld developed the first idea of a geodesic structure but Buckminster "Bucky" Fuller (*1895; †1983) continued these experiments from the 1940s on and succeeded in making the invisible mystery visible as well as assessable. He also for the first time used the term "Geodesic" as well as "Geodesic Dome". Fuller undertook many tests in order to prove the stability and strength of his Geodesic Domes.

In 1912 Fuller started his studies in Harvard, however he was thrown out again and after many different jobs worked mainly as an architect. In 1927 he decided to view the rest of his life as a constant experiment: He wanted to find out what a single person could achieve to make the world a better place for all mankind.

He defined his purpose working as an architect, a designer, a poet and philosopher as well as agitator, coining the terms "Comprehensive Design" and "Total Design" by combining art, technology, economy and strategy. He dealt with basic needs of human existence such as living and mobility. Fullers work always was very nature orientated and his designs tried to save energy. Also, he always tried to find solutions for the problems of global ecology.

Fuller also was the man who more or less invented the term "Synergetic Effect" – a philosophy that is as much his as that of ZENDOME. The term remained victorious in every business from architecture to management theories of the 90s. Just as the triangular elements of the Geodesic Domes strengthen each other, the whole is always more than the sum of its parts.

Examples for Geodesic Domes today:

Geodesic Dome in the Botanical Gardens at the University of Düsseldorf as a plant showroom.

www.botanischergarten.uni-duesseldorf.de/BotanischerGarten

South pole-Station: www.southpolestation.com/trivia/history/dome/dome1.html,

Climatron, in the Botanical Gardens Missouri:

www.pbs.org/wgbh/buildingbig/wonder/structure/climatron.html

Since 2000 on the grounds of the Vitra Design Museum in Weil am Rhein: www.design-museum.de



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